



National  
**Clean Air Day**  
15 June

National Clean Air Day 2017  
**Celebration Report**

<b>Summary</b>	<b>4</b>
<b>National Clean Air Day Supporters</b>	<b>7</b>
<b>People improving understanding and inspiring action on air pollution</b>	<b>9</b>
In places	9
Through the media	15
With specialist groups	27
New insights	28
Policy and business activation	29
<b>The impact</b>	<b>29</b>
National Clean Air Day outcomes	29
Best practice in public engagement on air pollution	29
<b>Epilogue</b>	<b>33</b>

On June 15th 2017, the UK's first ever National Clean Air Day helped millions of people respond to air pollution through over **200 events** and **550 press, radio and TV features**. A real buzz on social media saw 28,000 tweets and **#NationalCleanAirDay trended at number 1 on Twitter for 5 hours** – beating BBC Music Day, British Beer Day and Love Island. That represents a clear groundswell of public interest in tackling air pollution.

National Clean Air Day was a huge collaborative effort between one hundred supporter organisations and many thousands of individuals up and down the country. Their passion for helping their neighbours, families and colleagues to act on air pollution led them to organise press interviews, walking buses, debates, street parties, cycle rides and much more. You can read all about these amazing activities and what we've learned about how best to inspire action on air pollution in this report.

The exciting news is that National Clean Air day didn't just cause a buzz on the day but actually improved how much the public understands about air pollution – no mean feat given how much we are bombarded with info on a daily basis (see survey results on page 29)

Everyone who participated in National Clean Air Day contributed to its success. Together, National Clean Air Day participants have enlightened millions of people, triggered political pledges and inspired people to cut pollution, protecting young and old in our local communities.

Most importantly, National Clean Air Day gives great hope for the future. We learned how much the public cares about air pollution and that they are willing to act. People want to take steps that make a real difference, and to play their part alongside their employers, businesses, and local and national government.

Crucially, people's endeavours to encourage more cycling, fewer car journeys and greater commitments from businesses and authorities on National Clean Air Day remind us of the difference that collective action makes. New diesel car sales started falling significantly in early 2017 – without new legislation, a tax incentive or a scrappage scheme. People are showing that we have no need to wait to tackle air pollution, and in businesses, authorities and our home lives, we can make decisions that cut pollution on any given day.



**“Thank you to all of those individuals and institutions that came together to protect the public's health on National Clean Air Day. We're awestruck by the efforts of passionate advocates that we witnessed from our ring-side seat coordinating the campaign. Professors, school pupils, nurses, fleet managers, taxi drivers, construction workers and volunteers from all walks of life applied their energy, enthusiasm and selflessness with immense dedication. It was inspiring to witness and with this effort, surely we can cut out air pollution within months, rather than decades.”**

**Chris Large, Senior Partner, Global Action Plan**





**National Clean Air Day**  
15 June

June 15<sup>th</sup> 2017 was the **UK's first-ever National Clean Air Day**.



National Clean Air Day started with **thousands of children across the UK waking up and walking or cycling to school.**

**Children at Dunkirk Primary School in Nottingham** set alarm clocks to make sure they weren't late for the walk in.



Those who joined the Stride and Ride\* then enjoyed squash and a certificate for their efforts. As well as helping to keep the air clean around the school, late attendance rates were very low on 15th June.



ImpACT Asthma nurses at the **Derby Royal Hospital** pledge to give air pollution advice to their patients.



From Leeds to Cornwall, **BBC Radio** covered National Clean Air Day.



**Commuters in Leeds** pledged to cycle more, as Leeds City Council celebrates a year since the Leeds to Bradford cycle superhighway opened.



The **Cross-River Partnership in London** coordinated and led clean air route walks.

From the **West Country to Meridian** **ITV and London Live**, National Clean Air Day was broadcast.



**Workers in Colmore Business District, Birmingham**, pledged to take action to tackle air pollution in the city centre.



**West Midlands Mayor, Andy Street**, called on the Government to set up a scrappage scheme for diesel cars and vans in the West Midlands.



**There were 86 million opportunities to see our Twitter messages and media coverage.**



**Pupils at St John's Primary and Nursery in Southampton** got to learn and practice essential bike skills, as the road outside the school was closed for the day.



The **Mayor of Manchester, Andy Burnham**, supported events to improve air quality in the city, and got the health of his lungs tested.



**#NationalCleanAirDay** trends at number 1 on UK Twitter for over 5 hours.

**York City Council** Officers had good conversations with coach drivers in St George's Field Coach Park encouraging them to turn off idling engines.

\*Stride and Ride - parents were encouraged to either walk their children to school or to park away from the school in a local cinema car park and walk the rest of the way.



# National Clean Air Day Supporters

National Clean Air Day's success was due to the **100+ supporting organisations** who took part and promoted National Clean Air Day's messages to their networks.



## In Places

Over 200 face-to-face events took place on National Clean Air Day. The Clean Air Zone (CAZ) cities, Birmingham, Derby, Leeds, Nottingham, Southampton and Greater Manchester, each ran a local National Clean Air Day public engagement campaign, creating a groundswell of action across the country. Action in each city included the following activities.

### Birmingham

Birmingham City Council prompted businesses to take action, which led to construction company Balfour Beatty organising 'stand down time' (when their plant machinery is switched off) and holding discussions with colleagues about air pollution. A community event at the University of Birmingham was held, showcasing a range of projects to improve air quality, including a display of electric vehicles, a second-hand bike sale and talks from local academics on the impacts of air pollution.

#### Events took place at:

- Birmingham Cathedral
- University of Birmingham
- Birmingham Children's Hospital
- Queen Elizabeth Hospital
- Montgomery Primary Academy



"Birmingham City Council was proud to be part of the first ever National Clean Air Day, working with Global Action Plan to deliver a number of events across the city. This was a great opportunity to highlight how air pollution is a serious public health issue affecting everyone, as well as demonstrating what action the council is already taking to reduce this."

Phil Edwards, Assistant Director - Transport & Connectivity, Birmingham City Council

### Greater Manchester

Transport for Greater Manchester ran workshops in schools alongside a competition for children to create social media adverts about what people can do to improve air quality. They also set up a lung function testing tent in Piccadilly Gardens where big crowds were drawn when Mayor Andy Burnham came to get his lungs tested and pledged his commitment to tackle air pollution.

#### Events took place at:

- Piccadilly Gardens
- intu Trafford Centre
- Manchester Royal Infirmary
- Wythenshawe Hospital



### Derby

Children from Firs Estate Primary were visited by the Mayor of the City of Derby, Councillor John Whitby, Cabinet Member for Neighbourhoods and Public Protection, Councillor Asaf Afzal and mascot Freddie the Falcon to raise awareness of air pollution. Neighbourhood Officers also talked to parents and guardians outside city schools encouraging them not to idle their cars at the school gate, and children were issued with pedometers, and set a two week walking challenge. Carlyle Infant and Nursery School won a walking challenge and received free tickets to watch Derbyshire County Cricket play in a T20 match. Staff at Derby City Council and Atkins Global, along with visitors to shopping centre intu Derby also pledged to take air pollution busting actions.

#### Events took place at:

- intu Derby
- Royal Derby Hospital
- Atkins Global
- Derby City Council
- Firs Estate Primary School



"We owe it to ourselves and all our fellow citizens, to consider our air quality. If you can make a change in how you commute or get to school, it will have benefits beyond your own health."

Councillor John Whitby, The Mayor of Derby

## Leeds

Three 'car gardens' and a large pledge wall in Leeds city centre, along with city-wide advertising helped raise awareness of air pollution and the actions people can take to reduce and avoid emissions. Street teams talked to passers-by and over 1,000 pledges were made on the day from people committing to improve air quality. Kirkstall Valley Primary School organised walking buses for children to get to school alongside a clean air assembly, and 29 schools took part in a Green Miles competition in the weeks leading up to National Clean Air Day. The University of Leeds offered free breakfasts to any staff or students who travelled to work sustainably.

### Events took place at:

- City Square
- Leeds General Infirmary
- University of Leeds
- Kirkstall Valley Primary school



## Nottingham

Nottingham City Council employees pledged to take action on air pollution and were offered test drives of electric and hybrid fleet vehicles as part of the Go Ultra Low Nottingham programme to encourage the uptake of ultra-low emission vehicles. Hundreds more people pledged to take air pollution busting actions at the intu Victoria Shopping Centre.

### Events took place at:

- intu Victoria Centre
- Queen's Medical Centre
- Nottingham City Council
- Dunkirk Primary School



"National Clean Air Day helped us spread the message about the impact of air pollution on people's health, and that even little changes to our travel behaviour can reduce harmful emissions and our exposure to them. We are looking forward to an even bigger Clean Air Day event in 2018 and will be working hard in the meantime to help people and businesses make the changes that reduce emissions, improve air quality and health."

Councillor Sally Longford, Nottingham City Council: Portfolio Holder for Neighbourhood Services & Local Transport

## Southampton

Professor Stephen Holgate gave a talk to respiratory staff at the Southampton General Hospital about how to advise patients to protect themselves from poor air quality. St John's Primary School closed the street outside their school and held a 'Clean Air Festival' with dancing, fun and games to raise awareness of air pollution. An event was held at Pickles Coppice Sure Start centre which gave advice about air pollution to local families with young children living near one of the most polluted roads in Southampton. The National Clean Air Day virtual reality game helped to engage the kids and get conversations flowing.

### Events took place at:

- Southampton General Hospital
- Westquay shopping centre
- St John's School
- Coppice Sure Start



"National Clean Air Day was a huge success in Southampton, bringing together people from across the city to help raise awareness of the benefits of clean air. The national profile of this campaign led to increased general awareness and excited further interest from local stakeholders in addition to strong interest from regional press. This is a great example of how a national campaign delivered in conjunction with local partners can make a major difference to its success."

Councillor Christopher Hammond, Cabinet Member for Transformation Projects, Southampton City Council

## Scotland

Scotland-specific resources and messages were developed in line with the update on the Clean Air For Scotland Strategy, that was also published on June 15th 2017. At least 60 public and private sector organisations in Scotland participated in National Clean Air Day. Aberdeen and Dundee City Councils ran city centre showcase and information events to engage the public with air pollution, and to encourage them to leave the car at home. Workplaces encouraged staff to make pledges to use active travel over commuting by car. And two live pollution maps were created by CleanSpace to help people see pollution levels in Glasgow and Edinburgh and avoid the hotspots in those cities.



Source: Scottish Government

The Scottish Environmental Protection Agency carrying out air pollution experiments with primary school children.

National Clean Air Day was widely covered in the Scottish press, with a combined circulation of 1.3 million. Leading health and environmental charities, including British Heart Foundation, British Lung Foundation, Cycling Scotland, and the Royal Environmental Health Institute of Scotland, all amplified the National Clean Air Day messages, helping to reach as many people in Scotland as possible.

**“We found National Clean Air Day to be an excellent opportunity to raise awareness of the aims of ‘Cleaner Air for Scotland’, Scotland’s first clean air strategy.”**

The Scottish Government



On National Clean Air Day 90% of drivers at Heathrow Airport Terminal 5 switched off their idling engines, an increase of 25%.

25,000 ticket holders at the ICC Champions Trophy semi-final at Edgbaston, Birmingham, received information about air pollution and National Clean Air Day.



Source: ShropshireLive.com



Transport for Greater Manchester organised lung health checks in the clean air dome and health professionals gave advice on how people could look after their lungs.

Source: @AnnaMcMahon\_1 on Twitter



## Through media

### Support materials

We brought together years of experience and expert advice to create lots of free resources to help organisations and individuals to take action to tackle air pollution on National Clean Air Day and beyond.



Over 2,000 schools, community, healthcare, workplace, no idling and social media toolkits were downloaded prior to National Clean Air Day. Toolkits included materials such as leaflets, posters, pledge cards, stickers and curriculum-linked lesson plans alongside guidance and webinars about how to run National Clean Air Day events and activities.

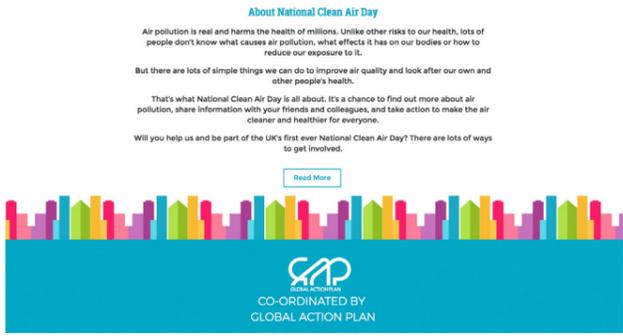
“[The materials were] Easy to find, very well organised in terms of how they were categorised, very easy to interpret the how to use guide; all the templates etc. for social media logo, hashtag - made it so easy for us; the key thing is to make it simple and accessible.”

- Local advocate telephone interview respondent

## National Clean Air Day website

[www.cleanairday.org.uk](http://www.cleanairday.org.uk)

For the first time, the National Clean Air Day website provided about the health impacts of air pollution and actions to reduce and avoid air pollution. This information had been jointly approved by Public Health England, Professors Stephen Holgate and Jonathan Grigg, and Dr Ben Barratt of Kings College London. The website is a one-stop-shop with credible advice and all the campaign resources for individuals and organisations looking to take action to tackle air pollution. **From April to September 2017 nearly 19,000 unique visitors have visited the website.**



## People on pollution films

Playwright Sarah Woods, together with film-makers Paul Fenn and Henry Law, worked with groups of local air pollution champions in the five clean air zone cities and Greater Manchester to produce a series of short films. The films focus on the stories of passionate supporters of action on air pollution – parents, children, community groups, taxi drivers, commuters, residents and health professionals – sharing their support for the city council’s measures to reduce air pollution.



Birmingham



Southampton



Greater Manchester



Nottingham



Leeds



Derby

## Virtual reality experience

Pixel Creative Technologies created a National Clean Air Day virtual reality (VR) experience that features a game to spot sources of pollution, as well as a film of a journey showing pollution through the eyes of a toddler. It went down especially well with teachers and pupils. **The app has had 1,400 downloads.**



Credit: Royal Borough of Greenwich, by Brian Aldrich Photography



The app has had 1,400 downloads



Source: @MontyAcademy on Twitter



## United Nations Environment Programme Photo Competition

The United Nations Environment Programme supported a photo competition for National Clean Air Day.



These are the winning photographs:



7,000 children joined Waltham Forest Cares for Clean Air in walking to school in support of cleaner air



Off-road commuting, no cars just open spaces and fields



Operatives in front of large excavator, respecting the no idling of all plant and machines on site



It was a bit of a rainy National Clean Air day in Scotland, but we stuck to our pledge to not use the car!



Cycling in Snowdonia and showing solidarity with colleagues cycling to work in Birmingham



Instead of heading out in the car after school we went to our local country park



We love cycling to school and I want to encourage my kids to think about the environment and be active



The Sustrans team in Leicester put on a whole day of events at Overdale School



My colleague and I pledged to car share to and from work, despite conflicting work commitments and timings - my car parking space is empty!



Roseanna Cunningham, MSP, Cabinet Secretary for Environment and Climate Change, listens to Sciennes Primary School pupil views about air quality





## Social media

On social media, thousands of individuals and organisations tweeted 28,000 messages about their activities, showcasing their clean air pledges and sharing the National Clean Air Day campaign memes.



**#3**

**Share the school run**

Chat to other parents at the school gates about setting up a car-share or a walking bus to make the air cleaner for every child at school. Find out how you can cut traffic by 30% with the WOW Challenge.

**#2**

**Switch your engine off when stationary**

Not going anywhere fast? By turning off your car engine whenever you're not moving - and it's safe to do so - you'll help to make the air cleaner for you, other drivers and pedestrians. Sign up to the #noIdling campaign for more info!

**#1**

**Use your feet, take to the street**

Walk, cycle, bus, tube, tram, boat, unicycle. However you like to travel, leave your car at home and take to the streets. As well as cutting down the amount of pollution you make, you can get some exercise, check out that new dell you've been meaning to pop into, or even meet a friend for a catch-up on the way home.

**#3**

**Get active**

Avoid strenuous exercise outdoors if you suffer from lung or heart problems.

**#2**

**Get out of your car**

Amazingly, car drivers can be exposed to twice as much air pollution as pedestrians and nine times more than a cyclist. So avoid sitting in your car in heavy traffic where pollution can build up and walk or cycle instead.



**Air pollution increases the risk of getting lung cancer, and contributes to about 1 in 13 cases\***

\*See [www.cleanairday.org.uk/references](http://www.cleanairday.org.uk/references)

**#1**

**Talk the talk**

Most people don't know how to protect themselves from air pollution. You can help them by sharing our REDUCE and AVOID tips.



## With specialist groups

### Health professionals

Air pollution is primarily viewed by the public as a health issue. The public also regard doctors and nurses to be amongst the most trusted members of society. These two views gives the health community a great opportunity to help the public respond appropriately to air pollution – which health professionals increasingly do. Health professionals made extra special efforts on and around National Clean Air Day.

- Public Health England and Dr Collin Wallis - the lead respiratory consultant at Great Ormond Street Hospital, wrote articles to communicate health advice to the public.
- NHS staff in cities across the UK set aside time to receive training from Global Action Plan on how to deliver air pollution advice to patients without causing stress.
- At least ten NHS trusts held events to educate patients and the public about air pollution.
- Several of the Presidents, CEOs and officers of the Medical Royal Colleges used personal air quality monitors to share their individual experiences of reducing their exposure to pollution.
- Great Ormond Street Hospital hosted an event with IPPR, chaired by Jonathan Leake of the Sunday Times, in which the health sector, business, NGOs, think tanks and campaigners debated how best to combat air pollution.
- The Sustainable Development Unit published a Health Outcomes and Travel Tool to develop the business case for transport and travel strategies in the health sector.

“Clean air is essential for healthy lung development. We have worked hard over recent years with our staff and contractors to raise awareness of this important issue and work towards creating a Clean Air Zone around the hospital.

Global Action Plan and partners designed National Clean Air Day brilliantly by combining positive, empowering messages to help citizens take control of their own exposure to air pollution with constructive debates on how we can work together to push forward systemic change.

The events we held at Great Ormond Street Hospital on National Clean Air Day provided an important stimulus for us to reflect on how we can better contribute – both as individuals and as an organisation – to tackling an issue that is so critically important to children’s health.”

**Matt Tulley, Director of Development, Great Ormond Street Hospital for Children NHS Foundation Trust**

A number of trusts have incorporated air pollution advice in to their standard practices. For example, ImpACT asthma nurses at the Derby Royal Hospital are giving their patients advice about how to avoid and reduce air pollution. Midwives at the hospital are also including air pollution leaflets in the information packs for new mothers to help them protect their unborn and newborn babies.

### Cabbies for clean air

We worked with Calor and the UNITE union to speak to many taxi drivers across Glasgow, Southampton and London. We asked them what concerned them about air pollution, what stopped them taking more action to tackle air pollution and what they would like policy makers to do to help them transition to cleaner vehicles. All of the taxi drivers we spoke to were very aware of the problem of air pollution and were worried about the health impacts on themselves and the people in their communities, particularly children. The key themes that emerged from drivers in all three cities were:

- Taxi drivers are concerned about air pollution and want to be part of the solution
- There are some key barriers to a swift transition to cleaner vehicles, including transition costs
- They are keen to work with local authorities to find transport policies that clean up the air and work well for all road users.

A report of the full results and a [short film showing taxi drivers expressing their views](#) are available on the NCAD website.



## New insights

National Clean Air Day supporters used 15th June 2017 to launch new research to raise awareness about the health risks of air pollution and how to mitigate them:

- The Cross River Partnership and King’s College London showed that pollution exposure can be reduced by as much as 50% when quieter routes are chosen over main roads.
- Analysis by the UK Health Alliance on Climate Change and King’s College London found that air pollution levels at almost three quarters of inner London’s hospitals, clinics and GP surgeries breached legal safety limits.
- Market research undertaken by Opinium found that 65% of people surveyed would be willing to pay directly into a ring-fenced fund to tackle pollution equating to £1 billion per year.
- The market research also showed that concerns about air pollution levels are impacting exercise levels. 1 in 5 city dwellers have limited their exercise by staying indoors because of air pollution.
- The Opinium research commissioned by the UK Health Alliance on Climate Change and Global Action Plan also uncovered commonly-held misconceptions about air pollution which the campaign addressed such as:
  - 90% of parents didn’t realise that driving exposes people to more pollution than cycling or walking.
  - 3 out of 4 adults are unaware of the extent of the impact that pollution can have on the heart.



This range of new insights, alongside the efforts of Public Relations Professionals Kate Hinton and Zoe Sobol, helped to garner all the news coverage that National Clean Air Day attracted.

“Every day health professionals have to care for patients suffering from a wide range of health conditions but on National Clean Air Day, doctors, nurses and other allied health professionals joined forces to talk about the single biggest environmental risk in our country: air pollution. As a symbol, several of the Presidents, CEOs and officers of the Medical Royal Colleges carried around air quality monitors and shared their individual results on social media. National Clean Air Day was the opportunity to let the media and the public know that the medical profession is concerned about how air pollution affects their patients and that they will continue to speak out to ensure that the UK Government adequately address this issue.”

Nick Watts, Director, UK Health Alliance on Climate Change

## Policy and business activation

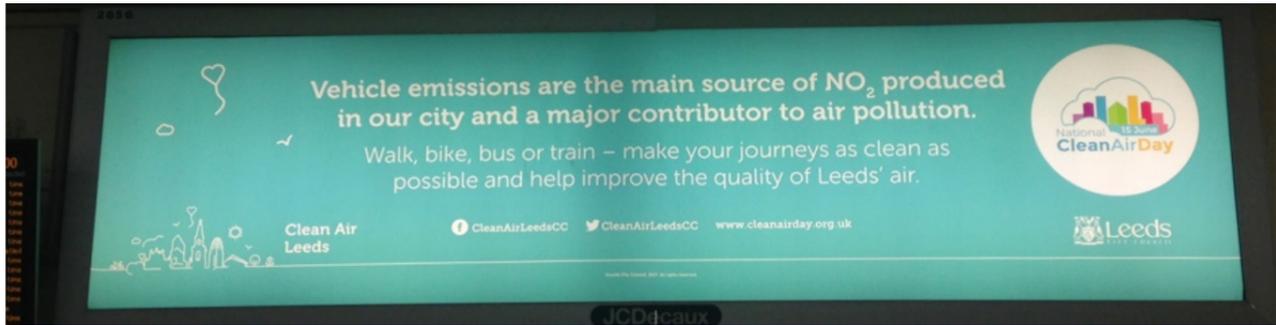
Research for National Clean Air Day showed that over four fifths of UK adults think it is important to tackle air pollution in the UK. This level of public support, alongside the interest and activity on National Clean Air Day, demonstrates people’s desire for action on air pollution from the public and private sectors.

Many local authorities already have Air Quality Action Plans setting out local plans for tackling air pollution in problem areas. Now is an ideal time for the public and policy makers to work together to improve air quality in their local areas.

Many politicians used National Clean Air Day to make announcements and pledge their support for action on air pollution including Mayor Andy Street, Jeremy Corbyn MP, Tom Brake MP, Caroline Lucas MP and Mayor Andy Burnham, alongside councillors from across the political spectrum. The Scottish Parliament held a debate about National Clean Air Day and garnered cross-party support for action to improve poor air quality. The Welsh Government also used the day to launch new policy guidance on local air quality management in Wales.

The public’s support for action on air pollution also spurred on businesses to make commitments to reduce emissions. On June 15th, Engie pledged to make 20% of its vehicle fleet electric by 2020 with a long-term target of zero diesel vehicles by 2025.

“National Clean Air Day helped us to promote practical interventions whilst coinciding with the launch of our Air Quality App and commitment to electric vehicles across our business.”



Leeds City Council used city-wide advertising on signs in train stations, on motorways and banners across the city centre to let people know about National Clean Air Day and what people can do to tackle air pollution.



## National Clean Air Day outcomes

CAG Consultants conducted an independent evaluation of National Clean Air Day. It seems that everyone's hard work to raise awareness is working. A YouGov survey found that after National Clean Air Day people in the ten cities surveyed were more aware of the following facts and actions:

- Air pollution damages our hearts and not just our lungs.
- Everyone can be affected by air pollution. But it has the most impact on young children and people with existing heart and lung conditions.
- Avoid strenuous activity when air pollution is highest, if you have a heart or lung condition
- Buy a car that runs on liquid petroleum gas (LPG) or electricity
- Only use a wood burning stove on very cold nights, rather than warmer nights.

### People taking action

Although the focus of this first National Clean Air Day was raising awareness, we know that people used National Clean Air Day as a trigger to encourage people to take action to reduce air pollution, for example:

- A local authority organised a 'travel to work sustainably' staff event for National Clean Air Day and reported that 44 staff had changed their travel mode to a more sustainable one on the day.
- A school reported that 83 children rode to school on National Clean Air Day, compared to a handful on normal days.
- A school calculated that the proportion of pupils walking and cycling to school before and after the National Clean Air Day campaign had risen from 73% to 77%.

A construction manager at a city centre site seized on National Clean Air Day to trigger change in his workplace. On June 15th, the 12 people who usually drive to work left their cars at home. And since then, only three people have driven, with one man saying that he had not appreciated how stressed it made him to drive, so he has switched to public transport.

## Best practice in public engagement on air pollution

CAG Consultants surveyed and interviewed people who took part in National Clean Air Day. These advocates provided the following feedback and tips for spurring action on air pollution by running public engagement events such as National Clean Air Day.

### 1. Set and communicate the date early

Six months before the event book it in people's diaries, and the campaign and communications

calendars at work. This gives optimum time to book prime venues for events, prepare activities and build momentum and support in the lead up to the day.

### 2. Build local partnerships

Collaborate with local organisations to help them run events and activities on National Clean Air Day. Schools, businesses, healthcare organisations, community groups, public transport companies and universities all took part in 2017.

**"One of the side benefits of National Clean Air Day is that the hospital now has better contacts with the local authority and other local partners and this has enabled us to have valuable conversations with local partners which may lead to some practical initiatives. We had previously never had contacts with the local authority on clean air issues."**  
Health organisation respondent

### 3. Collate a range of new stories and insights to maximise media coverage.

Work with local media to develop local stories such as pollution monitoring, getting trusted local figures involved and PR stunts to help generate media coverage.

### 4. Focus on one key message or ask, backed up by a range of messages to support all audiences

One significant call to action (e.g. leave the car at home) enables targeted communications, provides opportunities for political leaders to back one 'ask', makes messages simple for the media to communicate and gives one focus for people to get behind. However, it is likely that not everyone will be able to take the same action, so also provide a range of actions so everyone can tackle air pollution.

### 5. Measure success

Build in local evaluation from the start of your campaign to measure whether your key message/ask has been successful. Metrics used this year included number of people walking/cycling to work instead of driving; empty spaces in the car park; number of children who arrived to school on foot/bike; number of people who pledged to take action on air pollution; number of people reached by social media. Make sure you measure before the day, as well as on the day, to get a comparison.

### 6. Make it easy to participate – use the resources provided

The National Clean Air Day website provides a range of resources to help make participation in National Clean Air Day as easy as possible. The messages are all approved and signed off by a group of health experts and academics to help give credibility when engaging with the public and partner organisations.



## 7. Use the national campaign to support local action

Connect local events/ activities to the national campaign to:

- Amplify your messages and increase the reach e.g. by using [@cleanairstdayuk](#) [#NationalCleanAirDay](#) on social media.
- Increase the credibility of local activities and messages and feel part of a bigger movement.
- Connect your local Air Quality Action Plan activities to the national drive for clean air.

**“Thank you... for running National Clean Air Day because it gives me legitimacy when I'm talking to my local community about air pollution.”**

**Community Group Leader, London**

## 8. Have fun

Working together to improve air quality is an overwhelmingly positive action. From joining a walking bus to school, sharing lifts to work or cycling around town, actions to tackle air pollution can be fun as well as health improving. National Clean Air Day activities can also be fun: we saw school street closures so children could play, fluffy mascots and even dogs making pledges to help improve air pollution.



Source: hertfordshire.gov.uk

**“In Derby, we have made it our priority to reduce pollution levels and improve air quality in the city. Air pollution is a serious public health issue, and we all have a part to play. Small changes like walking to school and changing the way we travel to work will all contribute, but it has to be a city-wide effort. We wanted to encourage people to think about the positive changes they can make in their daily routines, including, walking, cycling or using public transport instead of driving, and the day inspired many people to take positive steps”**

**Councillor Asaf Afzal, Cabinet Member for Neighbourhoods and Public Protection**



Source: Islington Gazette, Steve Bainbridge



Source: @SEinomag on Twitter

**“The British Lung Foundation were delighted to support National Clean Air Day 2017. Lots of our patient support groups held campaigning events to raise awareness of air pollution in their local areas and in Manchester, we offered health advice and lung screening to members of the public. Air pollution is a health crisis that affects us all, and National Clean Air Day is a great opportunity for us to get that message out as widely as possible.”**

**British Lung Foundation**



## Epilogue

It has never been clearer that the public want clean air and are willing to play their part. Elected officials have the mandate from the public to implement ambitious pollution-cutting measures. Clean air advocates in public and private organisations have a receptive audience who are keen to get behind clean air measures, and join the push to cut pollution in our towns and cities. Businesses that adopt clean air practices will also be appreciated by their customers.

In 2018, National Clean Air Day can be a trigger for us to reduce the amount of car journeys and switch to less polluting vehicles. Individuals and groups can give vocal support for concrete measures that enable these changes, such as electric car charging points, cycle lanes and more public transport provision. People can also kick-start the actions we as individuals can take, both personally and through their social circles.

National Clean Air Day 2018 will be a time for people, the public sector and the business world to spur each other on in taking ever more ambitious steps to cut pollution and protect our children’s and our own health. Creating clean air will take some courage and new collaborations, and the day presents a fresh opportunity to ask new connections to join your clean air aspirations. Given how much people tell us they want to see clean air action, there’s a good chance they will say “Yes”!

**“National Clean Air Day in Southampton was a huge success, What was so impressive was the enthusiasm shown by the public for wishing to clean up the air we breathe. This was particularly so for the parents of children living close to busy roads and the levels of pollution around inner city schools. Southampton Council were very positive about rising to the challenges of creating a low emission zone for the city. By working together we can achieve a lot.”**

**Professor Stephen Holgate, University of Southampton**



Source: Wandsworth.gov.uk



Following the success of activities on National Clean Air Day, York City Council has decided to introduce a city-wide no-idling scheme.





National  
**CleanAirDay**

15 June